## ORDER

104405 **Orders** Order / Rev: Alt Order #: 06832084 Product Desc: HELLER FOR SENATE Estimate: Flight Dates: 10/17/12 - 10/23/12 Primary AE: Amy McCreary Original Date / Rev: 07/18/12 / 10/01/12 Sales Office: **BLPHI** Sales Region: Order Type: **GENERAL** National Agency Name: Strategic Media Services, Inc. **Buying Contact:** Billing Type: Cash Billing Contact: Billing Calendar: Broadcast 3299 K St, NW Billing Cycle: EOM/EOC Washington, DC 20007 Agency Commission: 15% Heller, Dean for U.S. Senate Advertiser Name: A35+ Demographic: New Business Thru: **Product Codes:** PLC01 Order Separation: 00:05:00

Bill Plan

Diii ( )aii				
Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/23/12	132	\$77,925.00	\$66,236.25

## Totals

Advertiser External ID:

Agency External ID:

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	132	\$77,925.00	\$66,236.25	0.00
Totals	132	\$77 925 00	\$66,236,25	0.00

## **Account Executives**

Priority:

Revenue Codes:

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

SELECT PRIORITY CODE

POLITICAL/AGY, PCAN, GEN

Order Share	Share	Total		
KSNV	29%	\$77,925.00		
Market	100%	\$268 706 00		

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	26%	\$69,863.79
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	18%	\$48,367.24
KTUD	1%	\$2,687.07
KVVU	24%	\$64,489.66
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	2%	\$5,374.14

	Ln	Ch	Start	End	Inventory Code	Break	Start/End Ti	me Days	Len Spo	ots	Rate Pri	Rtg Type	Spots	Amount
E	. 1	KSNV	10/17/12	10/19/12	M-F 5-6a WakeUp w	//Wa@M	5-6a	WTF	:30	6	\$300.002	0.00 NM	6	\$1,800.00
					M-F 5-6a WakeUp v	v/Wagners								
		NEWS												
		Star	t Date I	End Date	<u>Weekdays</u> S	pots/Week	<u>Rate</u>	<u>Rating</u>						
	W	'eek: 10/1	15/12	10/21/12	WTF	6	\$300.00	0.00						

Print Date: 10/02/12 08:31:49 Page 2 of 6

Order / Rev:

Flight Dates:

104405

Alt Order #:

06832084

10/17/12 - 10/23/12

Advertiser:

Heller, Dean for U.S. Senate

Product Desc:

HELLER FOR SENATE

Estimate:

TE KSNV

Ln Ch	Start	End	Inventory Code	Break	Start/End Ti	ime Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
E 1 KSNV	10/17/1	2 10/19/12	M-F 5-6a WakeU		5-6a	WTF	:30	6	\$300.002	0.00 NM	6	\$1,800.00
NEWS			M-F 5-6a WakeU	p w/vvagners								
	rt Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
Week: 10/		10/21/12 2 10/23/12	WTF M-F 5-6a WakeU	6 M@Mw.c	\$300.00 5-6a	0.00 MT	:30		\$300,002	0.00 NM	,	<b>#4.000.00</b>
E Z KONV	10/22/1	2 10/23/12	M-F 5-6a WakeU		J-0a	V	.30	4	<b>\$300.002</b>	U.UU MIVI	4	\$1,200.00
NEWS												
<u>Sta</u> Week: 10	<u>rt Date</u> /22/12	End Date 10/28/12	<u>Weekdays</u> MT	Spots/Week 4	<u>Rate</u> \$300.00	Rating 0.00						
		2 10/23/12	M-F 6-7a WakeU	<u>.</u>	6-7a	MT	:30	4	\$450.002	0.00 NM	4	\$1,800.00
			M-F 6-7a WakeU					-	•	*****		* .,===,.
NEWS	ırt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Poting						
Week: 10		10/28/12	MT	<u>Spots/vveek</u>	\$450.00	Rating 0.00				1		
E 4 KSNV	10/17/1	2 10/19/12	M-F 6-7a WakeU	p w/Wa@M	6-7a	WTF	:30	6	\$450.002	0.00 NM	6	\$2,700.00
NEWS			M-F 6-7a WakeU	p w/Wagners								
	rt Date	End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating						
Week: 10	/15/12	10/21/12	WTF	6	\$450.00	0.00						
E 5 KSNV	10/17/1	2 10/19/12	•	CM	658a-9am	WTF	:30	6	\$600.002	0.00 NM	6	\$3,600.00
TODAY	,		Today Show									
Sta	ırt Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
Week: 10		10/21/12	WTF	6	\$600.00	0.00						
E 6 KSNV	10/22/1	2 10/23/12	Today Show Today Show	СМ	658a-9am	MT	:30	4	\$600.002	0.00 NM	4	\$2,400.00
TODAY	,		roddy Onow									
	art Date	End Date	<u>Weekdays</u> MT	Spots/Week	Rate	Rating						
Week: 10.		10/28/12 2 10/23/12	M-F Today Show	11.3rd HRM	\$600.00 9-10a	0.00 MT	:30	2	\$275.002	0.00 <b>N</b> M	2	\$550.00
L / 1014V	TOTELT	2 10/20/12	M-F Today Show		0-10a	PH	.50	2	Ψ213.002	0.00 14141	2	φ550.00
TODAY		E 15 1	104   1	0 4 504 4	ъ.	<b>.</b>						
Sta Week: 10	art Date /22/12	End Date 10/28/12	<u>Weekdays</u> MT	Spots/Week 2	<u>Rate</u> \$275.00	Rating 0.00						
\			M-F Today Show		9-10a	WTF	:30	3	\$275.002	0.00 NM	3	\$825.00
TODAN	<i>c</i> 11		M-F Today Show	<del>'</del>								
TODAY Sta	ा। art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10		10/21/12	WTF	3	\$275.00	0.00						
E 9 KSNV	10/17/1	2 10/19/12	M-F Today Show	III 4th 13M	10am-11am	WTF	:30	3	\$225.002	0.00 NM	3	\$675.00
TODAY	<i>f</i> III		Today 4th Hour									
	art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week; 10		10/21/12	WTF	3	\$225.00	0,00						
E10 KSNV	10/22/1	2 10/23/12	M-F Today Show Today 4th Hour	III 4th BSM	10am-11am	MT	:30	2	\$225.002	0.00 NM	2	\$450.00
TODAY	/ III		roddy 4m riodi									
	art Date	End Date	<u>Weekdays</u>	Spots/Week		Rating						
Week: 10 E 11 KSNV		10/28/12	MT Rachael Ray	CM	\$225.00 11am-12pm	0.00 MT	:30	2	<b>6005 000</b>		,	\$450.00
L II KONV	10/22/1	2 10/25/12	Rachael Ray	CIVI	r rami-rzpm	,	.50	2	\$225.002	0.00 NM	2	\$450.00
RR												
Sta Week: 10	art <u>Date</u> /22/12	End Date 10/28/12	<u>Weekdays</u> MT	Spots/Week 2	<u>Rate</u> \$225.00	Rating 0.00						
E 12 KSNV			Rachael Ray	CM	11am-12pm	WTF	:30	3	\$225.002	0.00 NM	3	\$675.00
			Rachael Ray		•			-				+ 3. 2. 30
RR Str	art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10		10/21/12	WTF	3		0.00						
E 13 KSNV	10/17/1	2 10/19/12		CM	12-1230pm	WTF	:30	3	\$275.002	0.00 NM	3	\$825.00

Print Date: 10/02/12 08:31:49 Page 3 of 6

KSNV

Order / Rev:

104405

Advertiser:

Heller, Dean for U.S. Senate

Alt Order #:

06832084

Product Desc:

HELLER FOR SENATE

Flight Dates:

10/17/12 - 10/23/12

Estimate:

Days Ln Ch Start End Inventory Code Break Start/End Time Len Spots Rate Pri Rtg Type Spots Amount Noon News Noon News **NEWS** Start Date **End Date** Weekdays Spots/Week Rating Rate Week: 10/15/12 10/21/12 --WTF--\$275.00 0.00 E 14 KSNV 10/22/12 10/23/12 CM 12-1230pm Noon News MT----:30 \$275,002 0.00 NM 2 \$550.00 Noon News **NEWS** Start Date End Date Weekdays Spots/Week Rate Rating MT----Week: 10/22/12 10/28/12 \$275.00 0.00 1230-1p E 15 KSNV 10/22/12 10/23/12 The Agenda 1230pm CM :30 \$225,002 0.00 NM MT----2 2 \$450.00 The Agenda 1230pm **AGENDAY** End Date Start Date Weekdays Spots/Week Rating Rate Week: 10/22/12 10/28/12 \$225.00 0.00 E 16 KSNV 10/17/12 10/19/12 The Agenda 1230pm CM 1230-1p --WTF--:30 \$225.002 0.00 NM 3 \$675.00 The Agenda 1230pm **AGENDAY** Start Date **End Date** Weekdays Spots/Week Rate Rating ~-WTF~-Week: 10/15/12 10/21/12 \$225.00 0.00 E 17 KSNV 10/17/12 10/19/12 Days of our Lives CM 1258p-2pm --WTF--:30 3 \$275.002 0.00 NM 3 \$825.00 Days of our Lives DAYS Start Date End Date **Weekdays** Spots/Week Rate Rating 10/21/12 --WTF--Week: 10/15/12 \$275.00 0.00 E 18 KSNV 10/22/12 10/23/12 Days of our Lives CM 1258p-2pm MT----:30 \$275.002 0.00 NM 2 \$550.00 Days of our Lives DAYS Spots/Week Start Date End Date Weekdays Rate Rating Week: 10/22/12 10/28/12 MT----2 \$275.00 0.00 E 19 KSNV 10/22/12 10/23/12 The Doctors CM 2pm-3pm MT----:30 \$225.002 0.00 NM 2 \$450.00 The Doctors DRS Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 10/22/12 10/28/12 MT----\$225.00 0.00 E 20 KSNV 10/17/12 10/19/12 The Doctors CM 2pm-3pm --WTF--:30 3 \$225.002 0.00 NM 3 \$675.00 The Doctors DRS Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/15/12 10/21/12 --WTF--\$225.00 0.00 E 21 KSNV 10/17/12 10/19/12 Dr. Phil CM \$300.002 3-4p --WTF--:30 3 0.00 NM 3 \$900.00 Dr Phil PHIL Spots/Week Start Date End Date Weekdays Rate Rating Week: 10/15/12 10/21/12 --WTF--\$300.00 0.00 E22 KSNV 10/22/12 10/23/12 CM 3-4p Dr. Phil MT----:30 2 \$300.002 0.00 NM 2 \$600.00 Dr Phil PHIL. Start Date **End Date** Weekdays Spots/Week Rate Rating MT----\$300.00 Week: 10/22/12 10/28/12 0.00 E 23 KSNV 10/22/12 10/23/12 NEWS 3 at 4 (1 HOUR)CM 4-5pm MT----:30 \$450,002 0.00 NM 2 2 \$900.00 4PM NEWS (1 hour) (4:00 PM-4:30 PM) **NEWS** Start Date **End Date** Weekdays Spots/Week Rating Rate Week: 10/22/12 10/28/12 \$450.00 0.00 E 24 KSNV 10/17/12 10/19/12 NEWS 3 at 4 (1 HOUR)CM 4-5pm --WTF--:30 3 \$450.002 0.00 NM 3 \$1,350.00 4PM NEWS (1 hour) (4:00 PM-4:30 PM) **NEWS** Start Date **End Date** Weekdays Spots/Week Rate Rating --WTF--Week: 10/15/12 10/21/12 \$450.00 0.00 E 25 KSNV 10/17/12 10/19/12 CM 4-5pm --WTE--:30 3 \$450.002 0.00 NM 3 \$1,350.00

Print Date: 10/02/12 08:31:49 P

KSNV

Page 4 of 6

Order / Rev:

104405

Advertiser:

Heller, Dean for U.S. Senate

Alt Order #:

06832084

Product Desc:

HELLER FOR SENATE

Flight Dates:

10/17/12 - 10/23/12

Estimate:

Ln Ch	Start	End	Inventory Code		Start/End T	ime Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
	•		4PM NEWS (1 h		(4:30 PM-5:0	00 PM)						
NEWS S	S start Date	End Date	Weekdays	Spots/Week	Rate	Rating				- 1		
Week; 1		10/21/12	WTF	3	\$450.00	0,00				·		
E 26 KSN		2 10/23/12	NEWS 3 at 4 (1 4PM NEWS (1 h	•	4-5pm (4:30 PM-5:0	MT 00 PM)	- :30	2	\$450.002	0.00 NM	.2	\$900.00
	tart Date	End Date 10/28/12	<u>Weekdays</u> MT	Spots/Week 2	<u>Rate</u> \$450.00	Rating 0.00				ļ		
		2 10/23/12	M-F Early News M-F Early News	CM	5-630p	МТ	- :30	4	\$900.002	0.00 NM	4	\$3,600.00
NEW: <u>S</u> Week: 1	tart Date	End Date 10/28/12	<u>Weekdays</u> MT	Spots/Week 4	<u>Rate</u> \$900.00	Rating 0.00						
		2 10/19/12	M-F Early News M-F Early News	CM	5-630p	WTF-	- :30	6	\$900.002	0.00 NM	6	\$5,400.00
	tart Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 1 E 29 KSN		10/21/12 2 10/19/12	WTF M-F Jeopardy	CM	\$900.00 630-7pm	0.00 WTF-	- :30	3	\$750.002	0.00 NM	3	\$2,250.00
JEP			M-F Jeopardy									
<u>S</u> Week: 1	itart Date 0/15/12	End Date 10/21/12	<u>Weekdays</u> wTF	Spots/Week 3	<u>Rate</u> \$750.00	Rating 0.00						
E30 KSN	V 10/22/1	2 10/23/12	M-F Jeopardy M-F Jeopardy	CM	630-7pm	MT'	- :30	2	\$750.002	0.00 NM	2	\$1,500.00
JEP S	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 1		10/28/12	MT	2	\$750.00	0.00						
2 KSN		2-10/28/12 N	escription 1-F Jeopardy		<u>t/End Time</u> -7pm		Weekdays MT		ngth <u>Rate</u> :30 <del>(\$750.00)</del>	Rtg Type 0.00 NM		
[]	See MG 30 na debates	]										
⊕ N	NV 10/22/1 AG for 30,2 INV CODE	10/22	eopardy in PRIME	M-S	A 8-11p / SUI	`	M		:30 \$750.00	0.00 NM		
		•	M-F Wheel M-F Wheel of Fo	CM ertune	7-730pm	MT	- :30	2	\$750.002	0.00 NM	2	\$1,500.00
WHE	EL Start Date	End Date	Weekdavs	Spots/Week	Rate	Rating						
Week: 1	0/22/12	10/28/12	MT	2	\$750.00	0.00						
1 KSN	<u>Ch Date Ra</u> VV 10/22/1 See MG 31	2-10/28/12 N	lescription 1-F Wheel		<u>t/End Time</u> 80pm		Weekdays MT		ngth <u>Rate</u> :30 <del>(\$750.00)</del>	Rtg Type 0.00 NM		
[t	na debates	]										
⊕ N	NV 10/22/1 /IG for 31.1 INV CODE	10/22	Vheel of Fortune in	PRIME M-S	A 8-11p / SUI		M		:30 \$750,00	0.00 NM		
			M-F Wheel M-F Wheel of Fo	CM ortune	7-730pm	WTF-	- :30	3	\$750,002	0.00 <b>NM</b>	3	\$2,250.00
_	Start Date	End Date	Weekdays	Spots/Week		Rating						
Week: 1 E 33 KSN		10/21/12 2 10/19/12	FacetoFace/Rals		\$750.00 730-758pm	0.00 WTF-	- :30	3	\$450.002	0.00 NM	3	\$1,350.00
FACE		<b>_</b>										
S Week: 1		End Date 10/21/12	<u>Weekdays</u> WTF	Spots/Week 3		Rating 0,00			\$450.002			
			FacetoFace/Rals		730-758pm	MT	~ :30					\$900.00

Print Date: 10/02/12 08:31:49 Page 5 of 6

KSNV

Order / Rev:

104405

Advertiser:

Heller, Dean for U.S. Senate

Alt Order #: Flight Dates:

06832084

084 Product Desc:

HELLER FOR SENATE

10/17/12 - 10/23/12 Estin

Estimate:

Break Start/End Time Ln Ch Start End Inventory Code Days Len Spots Rate Pri Rtg Type Spots Amount FACE Start Date **End Date Weekdays** Spots/Week Rate Rating 10/28/12 MT----Week: 10/22/12 0.00 2 \$450.00 **Description** Spot Ch Date Range Start/End Time Length <u>Weekdays</u> Rate Rtg Type 1 KSNV 10/22/12-10/28/12 FacetoFace/Ralston Report 730-758pm :30 (\$450-00) 0.00 NM See MG 34.3 [PGM CHG = NBC DEBATE] 3 KSNV 10/22/12-10/22/12 RALSTON in PRIME 8-11pm :30 \$450.00 0.00 NM (M) MG for 34.1 10/22 **INV CODE** E 35 KSNV 10/18/12 10/18/12 M-F News 3 at Eleven CM 11pm-1135pm ---T---:30 \$775.002 0.00 NM \$775.00 M-F News 3 at Eleven **NEWS** Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/15/12 10/21/12 ---T---\$775.00 0.00 E 36 KSNV 10/22/12 10/22/12 M-F News 3 at Eleven CM 11pm-1135pm M~~~---:30 \$775.002 0.00 NM \$775.00 M-F News 3 at Eleven **NEWS** Start Date **End Date** Weekdays Spots/Week Rate Rating 10/28/12 Week: 10/22/12 \$775.00 0.00 E 37 KSNV 10/22/12 10/23/12 The Tonight Show CM 1135p-1237a MT~~~~ :30 \$275,002 0.00 NM 2 \$550.00 Tonight Show TON SHOW Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/22/12 10/28/12 MT----\$275.00 0.00 E 38 KSNV 10/17/12 10/19/12 The Tonight Show CM 1135p-1237a :30 --WTF--3 \$275.002 0.00 NM \$825.00 **Tonight Show** TON SHOW Start Date End Date Weekdays Spots/Week Rate Rating --WTF--Week: 10/15/12 10/21/12 \$275.00 0.00 E 40 KSNV 10/18/12 10/18/12 Thurs PR 10-11p CM 10-11pm ---T---.30 1 \$2,100.002 0.00 NM \$2,100.00 Thursday Prime 10-11pm **ROCK CENTER** Start Date End Date Spots/Week <u>Weekdays</u> Rating Rate Week: 10/15/12 10/21/12 ---T---\$2,100.00 0.00 E 41 KSNV 10/19/12 10/19/12 Fri 10-11p CM 10-11pm ---F--:30 1 \$2,100.002 0.00 NM \$2,100.00 Friday Prime 10-11pm DLINE Start Date End Date **Weekdays** Spots/Week Rate Rating Week: 10/15/12 10/21/12 ---F--\$2,100.00 0.00E 42 KSNV 10/20/12 10/21/12 ----SS Sa-Su News 3 at ElevenCM 11pm-1135pm :30 \$750.002 0.00 NM \$1,500.00 Sa-Su News 3 at Eleven **NEWS** Start Date **End Date** Weekdays Spots/Week Rating Rate Week: 10/15/12 10/21/12 --SS \$750.00 0.00 E 43 KSNV 10/20/12 10/20/12 News 3 Sunrise - SATURIM 6a-7a ----S-:30 \$225.002 0.00 NM \$225.00 News 3 Sunrise SATURDAY **NEWS** End Date Start Date Weekdays Spots/Week Rate Rating 10/21/12 ----5--Week: 10/15/12 \$225.00 0.00 E 44 KSNV 10/20/12 10/20/12 Saturday Today CM 7a-9am ----S-:30 \$325,002 0.00 NM \$325,00 Saturday Today SAT TODAY End Date Start Date **Weekdays** Spots/Week Rating <u>Rate</u> 10/21/12 ----5--Week: 10/15/12 \$325.00 0.00 E 45 KSNV 10/20/12 10/20/12 News 3 Today - SATURIOM 9am-930am :30 \$300,002 0.00 NM \$300.00 News 3 Today - SAT **NEWS** Start Date **End Date** Spots/Week Rating Weekdays Rate Week: 10/15/12 10/21/12 ----S \$300.00 0.00E46 KSNV 10/20/12 10/20/12 CM 5pm-630pm ----5-:30 \$450.002 0.00 NM 2 \$900.00

Print Date: 10/02/12 08:31:49 Page 6 of 6

**KSNV** 

132

Totals

\$77,925.00

Order / Rev:

104405

Advertiser:

Heller, Dean for U.S. Senate

Alt Order#:

06832084

Product Desc:

HELLER FOR SENATE

Flight Dates:

10/17/12 - 10/23/12

Estimate:

Ln Ch **Inventory Code** Break Start/End Time Start End Davs Len Spots Rate Pri Rtg Type Spots Amount Sa-Su Early News Sa-Su Early News **NEWS** Start Date End Date Spots/Week Rating Weekdays Rate ----5-Week: 10/15/12 10/21/12 \$450.00 0.00 E 47 KSNV 10/20/12 10/20/12 Weekend Jeopardy/WheeM 630-730pm :30 \$375,002 -----0.00 NM \$375.00 1 WKND Jeop/Wheel JEP/WHEEL Weekdays Spots/Week Rating Start Date End Date Rate ----S-\$375.00 Week: 10/15/12 10/21/12 0.00 E 48 KSNV 10/20/12 10/20/12 Saturday Night Live СМ \$750.002 0.00 NM 1130pm-1:02am ----S-:30 1 1 \$750.00 Saturday Night Live SNL Start Date End Date Weekdays Spots/Week Rating Rate Week: 10/15/12 10/21/12 ----S-\$750.00 0.00 E 49 KSNV 10/21/12 10/21/12 News 3 Sunrise - SUND&M :30 \$225.002 6a-7a ----S 0.00 NM \$225.00 News 3 Sunrise SUNDAY **NEWS** Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/15/12 10/21/12 -----\$225.00 0.00 E 50 KSNV 10/21/12 10/21/12 Sunday Today CM 7a-8am ----S :30 \$500.002 0.00 NM \$500.00 Sunday Today **SUN TODAY** Start Date **End Date** Spots/Week <u>Weekdays</u> Rating <u>Rate</u> Week: 10/15/12 10/21/12 ----5 \$500.00 0.00 E 51 KSNV 10/21/12 10/21/12 Meet the Press CM 8a-9am :30 1 \$1,900.002 0.00 NM ----5 \$1,900.00 Meet the Press MTP **End Date** Start Date Weekdays Spots/Week Rate Rating Week; 10/15/12 10/21/12 ----S 1 \$1,900.00 0.00 E 52 KSNV 10/21/12 10/21/12 ----s News 3 Today Wknd CM 9a-930am :30 \$250,002 0.00 NM \$250.00 News 3 Today **NEWS** Start Date End Date <u>Weekdays</u> Spots/Week Rate Rating ----S Week: 10/15/12 10/21/12 \$250.00 0.00 E 53 KSNV 10/21/12 10/21/12 Chris Matthews 9:30AM SM 9:30a-10a ----S :30 \$375.002 0.00 NM \$375.00 Chris Matthews SUN 9:30am CM Start Date End Date Spots/Week Weekdays 1 4 1 Rating Rate Week: 10/15/12 10/21/12 ----S \$375.00 0.00 E 54 KSNV 10/21/12 10/21/12 NFL Pre-Game / FNA CM 1p-530pm ----S :30 1 \$1.600.002 0.00 NM \$1,600.00 NFL Pre-Game **FNIA** Start Date Weekdays Spots/Week Rating End Date Rate Week: 10/15/12 10/21/12 ----S \$1,600.00 0.00 E 55 KSNV 10/21/12 10/21/12 NFL Football CM 1P-9PM ----S :30 1 \$8,000.002 0.00 NM \$8,000.00 NFL Football **SNFL** Start Date **End Date** Weekdays Spots/Week <u>Rate</u> Rating 10/21/12 Week: 10/15/12 \$8,000.00 0.00 ----S E 56 KSNV 10/21/12 10/21/12 NFL End of Game BreakCM 1p-9p :30 1 \$6,500,002 0.00 NM \$6,500.00 NFL End of Game Break NFL POSTGAME Start Date End Date Weekdays Spots/Week Rate Rating 10/21/12 0.00 Week: 10/15/12 \$6,500.00 E 57 KSNV 10/21/12 10/21/12 Sports Night in Las VegaGM Sun 1135p-1200a -----S :30 \$200.002 0.00 NM \$200.00 Sports Night in Las Vegas SPORTS NIGHT Start Date End Date Weekdays Spots/Week Rate Rating ----S Week: 10/15/12 10/21/12 \$200,00 0.00